

APPLICATION PROCEDURES AND REQUIREMENTS

Applicants must submit the following information as part of their application packages; application packages which do not contain this information will not be considered.

Required Forms

Copies of the required application forms, listed below, may be requested from FMPP or can be obtained from local offices of other Federal or State agencies that commonly receive or submit applications for Federal funds. The required forms may also be downloaded from the FMPP website at www.ams.usda.gov/tmd/MSB/index.htm.

1. [Form SF-424](#), "Application for Federal Assistance." This form must have an original signature.
2. [Form SF-424A](#), "Budget Information – Non-Construction Programs."
3. [Form SF-424B](#), "Assurances – Non-Construction Programs."

The following instructions should be followed when completing specific information blocks on Form SF-424:

Block 5: Applicant Information - refers to the applicant submitting the application.

Block 9. Name of Federal Agency - AMS, USDA.

Block 10. Catalog of Federal Domestic Assistance Number - 10.168; Title - FMPP.

Block 11. Provide only the project title, not a detailed description.

Block 16. To determine if your proposal is subject to review under State Executive Order 12372, please consult the following website:
www.whitehouse.gov/omb/grants/spoc.html.

DUNS Number

A Dun and Bradstreet Data Universal Numbering System (DUNS) number is required for all FMPP applications and all Federal grants (68 FR 38 402). You may check to see if your organization already has a DUNS number, or if you do not already have a DUNS number, you may acquire one online at no cost at <https://eupdate.dnb.com/requestoptions/government/ccrreg/>. You may also acquire one by calling the dedicated toll-free DUNS number request line on 1-866-705-5711.

Eligibility Statement

Applicants should provide an explanation of how they meet the definition of an agricultural cooperative, local government, non-profit corporation, public benefit corporation, regional farmers market authority, or Tribal Government. Applications that do not contain sufficient information to determine the eligibility of the applicant will not be considered. The eligibility statement will be counted against the 10-page limit for the proposal narrative.

Standard Electronic Submissions

Proposals that are electronically submitted to AMS via e-mail must be sent to USDAFMPP@usda.gov. E-mailed proposal submissions must be in Microsoft Word or Adobe Acrobat format. Note that the USDAFMPP system can not accept attachments larger than 10 MB.

In all cases involving electronic submissions, the applicant must still prepare an originally-signed version of Form SF-424, "Application for Federal Assistance," and mail the form (preferably by express mail or courier services) to:

Mr. Errol Bragg, Associate Deputy Administrator
Marketing Services Branch
Transportation and Marketing Programs, AMS, USDA
Room 2646-South
1400 Independence Avenue, SW
Washington, D.C., 20250-0269
202/720-8317

FMPP will send applicants an e-mail message confirming the receipt of their application package.

Paper Submissions

For paper submissions, an original and one copy of the proposal, along with all required forms, must be submitted in one application package, preferably by express mail or courier. Because packages sent to the Agency through the United States Postal Service may be damaged or delayed due to security procedures at USDA Washington DC headquarters, the use of express mail or courier services is strongly recommended. Paper submissions must be sent to:

Mr. Errol Bragg, Associate Deputy Administrator
Marketing Services Branch
Transportation and Marketing Programs, AMS, USDA
Room 2646-South
1400 Independence Avenue, SW

Washington, D.C., 20250-0269
202/720-8317

FMPP will send applicants an e-mail message confirming the receipt of their application package.

Applicants who submit paper applications are also encouraged to submit electronic versions of their proposals directly to FMPP via email addressed to USDAFMPP@usda.gov in Microsoft Word or Adobe Acrobat format.

Electronic Submissions via Grants.gov

Applicants may apply electronically for grants through the Federal grants website, www.grants.gov. Such applicants are not required to submit any paper documents to AMS. For information on how to apply electronically, please consult www.grants.gov/GetStarted. Applicants are strongly encouraged to initiate the electronic submission process on www.grants.gov well ahead of the application deadline.

Project Length

Projects should not exceed 18 months in length.

Proposal Narrative

A narrative description of the proposal is required. The format, style of presentation, and length may vary, depending on the nature of the project and requirements of the organization submitting the proposal, but the narrative should not exceed 10 pages, exclusive of supporting documents. The acceptable font for the narrative is 12-pitch Times New Roman, single-spaced, on 8.5 by 11-inch paper. The narrative should address each of the evaluation criteria mentioned in the “Proposal Evaluation” section of the guidelines (see below), and include the following categories:

- **Project Title** – Provide a title that captures the primary focus of the project.
- **Executive Summary** – Should not exceed 200 words.
- **Goals of the Project** – Provide a clear statement that includes the ultimate goal(s) and objective(s) (one or two sentences) of the project.
- **Background Statement** – Provide information regarding past, current, and/or expected future events, conditions, or actions taken that justify the need for the project.
- **Workplan and Resource Requirements** – Provide a statement that describes the planned scope of work, the anticipated stages of work and their associated timelines, and the resources required to complete the project. Identify who will

do the work, whether collaborative arrangements or subcontractors will be used, the amount of resource commitments that will be assumed by the collaborators, if any, and the role(s) and responsibilities of each collaborator or project partner.

- **Expected Results** – Describe what results are expected to be accomplished in the project, and how the success of the project will be measured.

Supplemental Budget Summary - Provide sufficient detail about the budget categories listed on Form SF-424A to demonstrate that the budget is reasonable and adequate for the proposed work. This information should include:

- **Personnel.** To the extent possible, show hourly rates and estimated number of hours to be spent on the project. Hourly rates must not exceed \$55 per hour.
- **Travel.** Indicate anticipated travel expenses (e.g., mode of travel, how many people, how many days, destination, lodging, meals, etc., as applicable).
- **Equipment.** Indicate anticipated purchases of equipment. List separately each item of equipment and its cost.
- **Supplies.** Provide an estimate of projected supply expenditures.
- **Contractual.** Indicate if the expense represents a flat fee for services or an hourly rate. If the latter, indicate the hourly rate to be applied. Hourly rates must not exceed \$55 per hour. List the general categories of services the contract covers (e.g., professional services, travel, lodging, administrative expenses, etc.).
- **Indirect Costs.** Indirect costs may not exceed 10 percent of any proposed budget.

Supporting Documents

- Letters and/or other evidence of commitment by cooperators, contractors, or resource providers are strongly encouraged.
- Descriptions of experience or qualifications of principal project investigators should be brief.

Primary Project Manager Information – Provide the mailing address, telephone and facsimile number, and e-mail address for the primary person responsible for managing and/or overseeing the project.